

## IN THE CLAIMS

The claims are not amended. The claims and their status are reproduced below for convenience.

1. (Not Amended) A computer network implemented method, comprising the steps of:

transmitting a signal prompting a user to provide profile data including identification of the user from a main computer over a computer network to a network address for the user's computer;

transmitting a manufacturer's sample offer from said main computer over said computer network to said network address for said user's computer if said user's profile data meets user profile criteria associated with a manufacturer's sample offer for a sample of a product; and

generating instructions for providing said sample of said product to said user if said main computer receives a signal transmitted over said computer network indicating said user accepts said manufacturer's sample offer.

2. (Not Amended) The method of claim 1, further comprising the step of:

determining if said user's profile data meets said user profile criteria associated with said manufacturer's sample offer for a sample of said product.

3. (Not Amended) The method of claim 1, further comprising the step of:

determining if said main computer receives said signal transmitted over said computer network indicating said user accepts said manufacturer's sample offer.

4. (Previously Once Amended) The method of claim 1, further comprising the step of:

determining if said user purchases a product for which said instructions for providing

said sample of said product are generated.

5. (Not Amended) The method of claim 1, wherein said transmitting said manufacturer's sample offer comprises the step of:

storing said profile data in a consumer database.

6. (Not Amended) The method of claim 1, further comprising the step of:  
transmitting a solicitation for feedback regarding said product from said main computer over said computer network to said network address for said user's computer.

7. (Not Amended) The method of claim 1, wherein said step of transmitting a signal comprises:

transmitting a signal prompting said user to provide said user's postal mailing address.

8. (Not Amended) The method of claim 1, further comprising the step of:  
transmitting a record containing the postal mailing address of said user from said main computer to a network address for a third party.

9. (Not Amended) The method of claim 1, further comprising the step of:  
mailing a coupon discounting a full price of said sample to a postal mailing address of said user.

10. (Not Amended) The method of claim 1, further comprising the step of:

mailing said sample to a postal address for said user.

11. (Not Amended) The method of claim 1, wherein said step of delivering comprises:

transmitting an electronic discount or coupon to a point of sale terminal for the full price of said sample in a current transaction, if said main computer had received said signal indicating said user involved in said transaction had accepted said manufacturer's sample.

12. (Not Amended) The method of claim 1, wherein said step of transmitting said

manufacturer's sample offer comprises the step of:

sending email over the computer network to said user.

13. (Not Amended) The method of claim 1, further comprising the step of:

storing said profile data and purchase data regarding a user's purchase in association with a unique identifier uniquely identifying said user in a consumer database.

14. (Not Amended) The method of claim 13, further comprising the step of:

determining consumer conversion based at least in part on said purchase data stored in said consumer database.

15. (Not Amended) The method of claim 13, further comprising the step of:

transmitting said manufacturer's sample offer from said main computer over said computer network to said network address for said user's computer only if said user's profile data meets said user profile criteria and said purchase history data meets purchase history criteria associated with said manufacturer's sample offer for said sample of said product.

16. (Previously Once Amended) A computer network system, comprising:

a main computer, said main computer configured:

to transmit a signal prompting a user to provide profile data including identification of the user from over a computer network to a network address for the user's computer;

to transmit a manufacturer's sample offer from said main computer over said computer network to said network address for said user's computer if said user's profile data meets user profile criteria associated with a manufacturer's sample offer for a sample of a product; and

to generate instructions for providing said sample of said product to said user in response to receipt of a signal transmitted over said computer network indicating said user accepts said manufacturer's sample offer.

17. (Not Amended) The system of claim 16, further comprising:  
means for determining if said user's profile data meets said user profile criteria associated with said manufacturer's sample offer for a sample of said product.
18. (Not Amended) The system of claim 16, further comprising:  
means for determining if said main computer receives said signal transmitted over said computer network indicating said user accepts said manufacturer's sample offer.
19. (Previously Once Amended) The system of claim 16, further comprising:  
means for determining if said user purchases a product for which said main computer is configured to generate instructions for providing said sample of said product.
20. (Not Amended) The system of claim 16, further comprising:  
a consumer database storing said profile data.
21. (Not Amended) The system of claim 16, further comprising:  
means for transmitting a solicitation for feedback regarding said product from said main computer over said computer network to said network address for said user's computer.
22. (Previously Once Amended) The system of claim 16, further comprising:  
means for transmitting a signal prompting said user to provide said user's postal mailing address.
23. (Not Amended) The system of claim 16, further comprising:  
means for transmitting a record containing the postal mailing address of said user from said main computer to a network address for a third party.
24. (Not Amended) The system of claim 16, further comprising:  
means for mailing a coupon for a free one of said samples to a postal mailing address of said user.
25. (Not Amended) The system of claim 16, further comprising:

means for mailing said sample to a postal address for said user.

26. (Not Amended) The system of claim 16, further comprising:

means for transmitting an electronic discount or coupon to a point of sale terminal for the full price of a sample in a current transaction, if said main computer had received said signal indicating said user involved in said transaction had accepted said manufacturer's sample.

27. (Not Amended) The system of claim 16, further comprising:

means for sending email over the computer network to said user.

28. (Not Amended) The system of claim 16, further comprising:

means for storing said profile data and purchase data regarding a user's purchase in association with a unique identifier uniquely identifying said user in a consumer database.

29. (Previously Once Amended) The system of claim 28, further comprising:

means for determining consumer conversion based at least in part on said purchase data stored in said consumer database.

30. (Previously Once Amended) The system of claim 28, further comprising:

means for transmitting said manufacturer's sample offer from said main computer over said computer network to said network address for said user's computer only if said user's profile data meets said user profile criteria and said purchase history data meets purchase history criteria associated with said manufacturer's sample offer for said sample of said product.

31. (Not Amended) A computer program product storing computer instructions for performing a network implemented method, said program comprising means for performing the steps of:

transmitting a signal prompting a user to provide profile data including identification

of the user from a main computer over a computer network to a network address for the user's computer;

transmitting a manufacturer's sample offer from said main computer over said computer network to said network address for said user's computer if said user's profile data meets user profile criteria associated with a manufacturer's sample offer for a sample of a product; and

generating instructions for providing said sample of said product to said user if said main computer receives a signal transmitted over said computer network indicating said user accepts said manufacturer's sample offer.

32. (Not Amended) The method of claim 1, wherein said step of transmitting a manufacturer's sample offer for a sample of a product comprises transmitting a manufacturer's sample offer for a sample of a packaged good product.

33. (Not Amended) The system of claim 16, wherein said main computer is configured to transmit a manufacturer's sample offer for a sample of a packaged good product.

34. (Not Amended) The product of claim 31, wherein said means for performing said step of transmitting a manufacturer's sample offer for a sample of a product comprises means for transmitting a manufacturer's sample offer for a sample of a packaged good product.

35. (Not Amended) The method of claim 1, wherein the step of generating instructions for providing said sample of said product to said user comprises generating instructions for packing and shipping the sample of the product to said user.

36. (Not Amended) The system of claim 16, wherein said main computer is configured to generate instructions for packing and shipping the sample of the product to said user.

37. (Not Amended) The product of claim 31, wherein said means for performing said step of generating instructions for providing said sample of said product to said user comprises means for generating instructions for packing and shipping the sample of the product to said user.